

RETAIL PROMOTION FACT SHEET

BASIC

Promotion Description: BASIC Menthol 4th Qtr SBO - Buy One Pack Get One Free

Field Dates: October 10 - December 30, 1994

OBJECTIVE/ALLOCATION RATIONALE:

To place a 20 deal shipper promotion featuring one free pack with a one pack purchase of Basic Menthol in both workload and/or non-workload accounts. This shipper may be ordered directly to retail or to the distributor. This shipper placement should help to increase Basic Menthol SOM, retail visibility and consumer trial. Allocations are based Basic Menthol % contribution, Menthol Category SDI by Market and the number of retail accounts whose sales are predominantly pack.

Geographic Scope National Key Markets/Sections: Excluded Markets:

These product deals will be preassembled at PreCon. This promotion will have four packings and will require hand stamping (allowance provided). This promotion may be executed in workload accounts by the Sales Rep and/or in non-workload accounts by working in coordination with our distributor accounts to execute this promotion. Display payments only apply if the distributor is placing the shipper in a non-workload account.

Region 1

Harrisburg
Hartford
New York
Philadelphia
Syracuse

Region 2

Richmond
Baltimore
Washington
Jacksonville

Region 3

Jackson
Lake Charles
Memphis
New Orleans
St. Louis

Region 4

Chicago
Peoria
Milwaukee

Region 5

Hawaii

Acct. Specific _____

Carton _____

Pack _____

Suggested CPW

Suggested CPW

Afro American Conv. Drug Stores Grocery Hotel/Cigar Liquor Mega (800 CPW+) Supermarkets
 Asian Conv. Gas Gas Hispanic Indian (Tax Exempt) Mass. Merch. Other _____

Military Participation: Yes No

Military Display Quantity: _____

PRECON ASSEMBLY: Yes No

SLEEVED BANDED

Sleeve UPC #s:

85s: _____

100s: _____

85s: _____

100s: _____

Participating Brand Styles: Family (S/R Discretion) Packing Specific

FF KS M 633J LT 100 M 628J _____

FF 100 M 634J _____

LT KS M 626BJ _____

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: 6M 12M

Product 85s: 17.8" X 11.8" X 11.3"

Weight: _____

Tie: _____

High: _____

Case Cube 100s: 20.8" X 11.8" X 11.3"

Soft 85s: 16 lbs.

85s: _____

85s: _____

Dimensions: 85s: _____

Box 85s: _____

85s: _____

85s: _____

100s: _____

100s: _____

100s: _____

100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: Yes No 10¢ per carton _____

Off Invoice: Yes No

Hand Stamping: Yes No _____

Off Invoice: Yes No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: from 9/7/94 through 11/7/94

Product Delivery Dates: from 10/3/94 through 11/30/94

2060176093

RETAIL PROMOTION FACT SHEET

BASIC

Promotion Description: BASIC Menthol 4th Qtr SBO - Buy Two Packs Get One Free

Field Dates: October 17 - December 30, 1994

OBJECTIVE/ALLOCATION RATIONALE:

To place a 20 deal shipper promotion featuring two free packs with a one pack purchase of Basic Menthol in both workload and/or non-workload accounts. This shipper may be ordered directly to retail or to the distributor. This shipper placement should help to increase Basic Menthol SOM, retail visibility and consumer trial. Allocations are based Basic Menthol % contribution, Menthol Category SDI by Market and the number of retail accounts whose sales are predominantly pack.

Geographic Scope National Key Markets/Sections: Excluded Markets:

These product deals will be preassembled at PreCon. This promotion will have four packings and will require hand stamping (allowance provided). This promotion may be executed in workload accounts by the Sales Rep and/or in non-workload accounts by working in coordination with our distributor accounts to execute this promotion. Display payments only apply if the distributor is placing the shipper in a non-workload account.

Region 1

Harrisburg
Hartford
New York
Philadelphia
Syracuse

Region 2

Atlanta
Baltimore
Birmingham
Columbia
Pensacola
Raleigh
Richmond
Savannah
Washington
Charlotte
Greenville
Jacksonville

Region 3

Jackson
Lake Charles
Memphis
New Orleans
St. Louis

Region 4

Chicago
Cleveland
Detroit
Pittsburgh
Grand Rapids
Peoria
Saginaw
Toledo
Milwaukee

Region 5

Hawaii

Acct. Specific _____

Carton _____

Pack _____

Suggested CPW

Suggested CPW

Afro American Conv Drug Stores Grocery Hotel/Cigar Liquor Mega (800 CPW+) Supermarkets
 Asian Conv Gas Gas Hispanic Indian (Tax Exempt) Mass Merch Other

Military Participation: Yes No

Military Display Quantity: _____

PRECON ASSEMBLY: Yes No

SLEEVED BANDED

Participating Brand Styles: Family (S/R Discretion) Packing Specific

Sleeve UPC #'s:

85s: 0-28200-19147-2

100s: 0-28200-19153-3

FF KS M 633B LT 100 M 628B

FF 100 M 634B

LT KS M 626B

85s:

100s:

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: 6M 12M

Product 85s: 17.8" X 11.8" X 11.3"
Case Cube 100s: 20.8" X 11.8" X 11.3"

Weight:

Tie:

High:

Soft 85s: 16 lbs.

85s:

85s:

100s: 20.5 lbs.

100s:

100s:

Dimensions: 85s: _____

Box 85s:

85s:

85s:

100s: _____

100s:

100s:

100s:

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: Yes No 15¢ per carton

Off Invoice: Yes No

Hand Stamping: Yes No 15¢ per carton

Off Invoice: Yes No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: from 9/7/94

through 11/7/94

Product Delivery Dates: from 10/3/94

through 11/30/94

2060126094

RETAIL PROMOTION FACT SHEET

BASIC

Promotion Description: BASIC Menthol 4th Qtr SBO - Free lighter with one pack purchase

Field Dates: October 10 - December 30, 1994

OBJECTIVE/ALLOCATION RATIONALE:

To place a 20 deal shipper promotion featuring a Free Basic lighter with a one pack purchase of Basic Menthol in both workload and/or non-workload accounts. This shipper may be ordered directly to retail or to the distributor. This shipper placement should help to increase Basic Menthol SOM, retail visibility and consumer awareness. Allocations are based Basic Menthol % contribution, Menthol Category SDI by Market and the number of retail accounts whose sales are predominantly pack.

Geographic Scope National Key Markets/Sections: Excluded Markets:

Please Note: This promotion may be executed in workload accounts by the Sales Rep and/or in non-workload accounts by working in coordination with our distributor accounts to execute this promotion. Display payments only apply if the distributor is placing the shipper in a non-workload account. This promotion will be shipped to distributors in flat/bulk quantities. Lighters will be boxed separately in 100s.

Region 1

Harrisburg
Hartford
New York
Philadelphia
Syracuse

Region 2

Atlanta
Baltimore
Birmingham
Columbia
Pensacola
Raleigh
Richmond
Savannah

Region 3

Washington
Charlotte
Greenville
Jacksonville

Region 4

Chicago
Cleveland
Detroit
Pittsburgh
Grand Rapids
Peoria
Saginaw
Toledo
Milwaukee

Region 5

Hawaii

Acct. Specific _____

Carton _____

Pack _____

Suggested CPW _____

Afro American Conv Drug Stores Grocery Hotel/Cigar Liquor Mega (800 CPW+) Supermarkets
 Asian Conv Gas Gas Hispanic Indian (Tax Exempt) Mass Merch Other _____

Military Participation: Yes No

Military Display Quantity: _____

PRECON ASSEMBLY: Yes No

SLEEEVED BANDED

Participating Brand Styles: Family (S/R Discretion) Packing Specific

Sleeve UPC #: _____

85s: no Promo UPCs

100s: _____

85s: _____

100s: _____

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: 6M 12M

Weight: _____ Tie: _____ High: _____

Product	85s: _____	Soft	85s: _____	85s: _____	85s: _____
Case Cube	100s: _____		100s: _____	100s: _____	100s: _____
Dimensions:	85s: _____	Box	85s: _____	85s: _____	85s: _____
	100s: _____		100s: _____	100s: _____	100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: Yes No _____

Off Invoice: Yes No

Hand Stamping: Yes No _____

Off Invoice: Yes No

PRODUCT ORDERING:

Product Order Period: _____

Product Delivery Dates: _____

2060176095